Ashish Gupta

Salesforce Developer

Contact no:

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**PROFESSIONAL SUMMARY:**

* 10+ years of experience delivering consulting services including application integration, release and change management.
* Strong experience in Architecture, Analysis, Design, Implementation and Maintenance of Applications on Salesforce platform.
* Extensive experience of automating complex business processes using declarative features such as workflows, approvals, dynamic approvals and validation rules.
* Developed enterprise Einstein Analytics (Wave Analytics) strategy, with focus on business engagement, data governance, data architecture and advanced visualization / analytics capabilities.
* Detailed experience with Salesforce.com architecture through Visual Force pages, Visual Force Custom Controllers / Components, Apex Classes / Triggers.
* Provide the Architecture/ high level design documents.
* Experience working with Standard Sales Analytics application and Service Analytics Application in Einstein Analytics (Wave Analytics), also in Wave Apps, Datasets, Lenses and Dashboards in Einstein Analytics.
* Experience with Gap Analysis & Salesforce.com Road Map creation.
* Extensive experience in implementation of salesforce.com Chatter functionality.
* Experience using Salesforce data tools (Data Loader, Excel Connector, DemandTools, Eclipse Force.com IDE) and other development tools, including Informatica.
* Experience in Administration, Configuration, Implementation and Support of Salesforce CRM and Salesforce SFA applications.
* Experience in SFDC Development in implementing Apex classes, Triggers, Visual Force, Force.com IDE, SOQL and SOSL.
* Good experience in establishing relationships based on business use cases using salesforce relationships Master - Detail, Lookup and Many-to-Many (Junction Object) between objects.
* Strong experience in creating Custom Apps, Custom Objects, Fields, Buttons, Links, Security and Sharing Rules, Page Layouts, Search Layouts, Record Types, Role-based page layouts , Custom Reports, Snapshots, and Related List.
* Hands on experience in creating Formula Fields, Rollup Summary Fields, Validation Rules, Workflow Rules, Junction Objects, Approval Process, Email Services, Tasks and Actions.
* Strong experience with administrative tasks like managing Users, Roles, Profiles, Permission Sets, Validation rules, Workflows, Approvals, Data migration and Deployments.
* Worked with creating API based solutions for client
* Created modern Enterprise Lightning Apps combining Lightning Design System, LightningApp Builder and Lightning Component features.
* Experience in migrating some Apps from Salesforce Classic to Lightning Experience to develop rich user interface and better interaction of pages
* Implemented Lead Management (Web-to-Lead, assignment, auto-response rules) and Case Management (assignment, escalation, auto-response rules and Email-to-Case).
* Hands on experience in creating Report Types, Reports, Dashboards and Scheduling Report Runs.
* Experience in performing CRUD (Create, Read, Update, Upsert, Delete) operations of data using Dataloader, and Import/Export wizards from legacy CRM database into salaesforce.com using apex scheduler on timely basis.
* Extensive Experience with DML, DDL, DCL, and TCL commands of SQL and have excellent debugging skills.
* Experienced in Salesforce CQL for providing E-commerce solutions to retail client.
* Experience in migration of applications from Sandbox to Production using Force.com Migration Tools like Eclipse Force.com IDE, Change Sets.
* Well experience in implementing Sales Cloud, Marketing Cloud, Service Cloud, Collaboration (Chatter) Clouds, Communities and Sites using Force.com platform in Salesforce.
* Experience in creating various Reports (summary reports, matrix reports, pie charts, dashboards and graphics) and Report Folders .
* Experience in managing Full sandbox, developer sandbox and Configuration-only sandbox .
* Proficient in implementing business logic and batch process in backend using Stored Procedures and Functions .
* Have good working knowledge on both Sales Cloud and Service cloud .
* Worked on Migration Tools to push data and components from sandbox to sandbox and sandbox to Production .

**TECHNICAL SKILLS:**

* Software Products: Salesforce
* Salesforce Technologies: Apex Language, Apex Classes, Apex Triggers, SOQL, SOSL, Visual Force (Pages, Components & Controllers), S-Controls, Apex Web Services, Workflow & Approvals, Dashboards, Report, Custom objects, Force.com
* Salesforce Tools: Workbench, Eclipse, Force.com Eclipse IDE Plug-in, Force.com Explorer, Apex Data Loader, Force.com Platform, Heroku Connect.
* Testing Tools: QTP, WinRunner, LoadRunner, TestDirector, Jira, Selenium.
* Salesforce API Tools: Eclipse, Force.com Explorer, Offline Edition, App Exchange Data Loader, Zuora. Salesforce integration tools Data Loader, Jitterbit, Cast Iron, Informatica, Connect offline, Salesforce-to-Salesforce, Apex Explorer, Zuora, Cast Iron.
* Programming: HTML CSS. Intermediate Apex (Salesforce) programming, SQL-Server, and AMPScript (SF Marketing Cloud), PHP, MySQL, Perl, JavaScript, Visual Basic, AppleScript, macro languages.
* Operating Systems & Applications: Windows XP/7/8.1/10 and Macintosh OSX, MS Office Suite (Word, Excel, PowerPoint, Outlook, Access, Visio, Publisher), Adobe CS6 and CC Suite (Photoshop, Illustrator, InDesign, Dreamweaver, Fireworks, Acrobat Pro), Adobe Lightroom, Adobe Framemaker, RoboHELP, Camtasia, SnagIt, others.
* CRM: Salesforce
* Salesforce: Apex, visual force, Validation rules, Workflows, Approval Process, Lead Management, Roles, Profiles, Reports, Dashboards, Customizations, Scheduler, Triggers, SOQL, SOSL, Data Migration.
* Einstein Analytics: Salesforce Analytic Assets( Dashboards, Lens, Datasets, Recipes, Dataflows).
* Cloud Tools: JitterBit Dataloader, DBAmp, Silverpop, Apex Explorer, Apex Data Loader, Excel Connectors, Exact Target, Dupe blocker, Docusign
* Web Services: Rest API, Soap API
* Web Technologies: HTML, CSS, Java script, XML
* Tools: & Servers: MyEclipse, Force.com IDE, MS Visio, GitHub, Jenkins, Apttus
* DBMS: SQLServer2012, Oracle
* Methods: Waterfall, Agile

**PROFESSIONAL EXPERIENCE:**

**Senior Salesforce Developer/Lead** **April 2019 – Present**

**Wells Fargo, San Francisco CA**

Responsibilities:

* Ownership of all technical aspects of Salesforce.com architecture including data migrations, data quality, systems integrations, 3rd party applications, AppExchange products, and custom code
* Responsible for developing in Visualforce, Apex, Java, AJAX, JavaScript, CSS and other technologies to build customized solutions that support business requirements and drive key business decisions.
* Worked on deployment of Apex Classes, Controller Classes and Apex Triggers and automated CI/CD pipeline using Jenkins.
* Worked on Einstein to automate reports, pinpoint workflow needs, and even analyzed the effectiveness of teams through it also worked self-service analytics apps to explore the data and uncover insights.
* Define, communicate, and manage a change management (release) process to develop and implement new applications/code and updates to existing applications/code.
* Worked with Salesforce Sales Analytics and Service Analytics standard applications, Created Apps, Dashboards, Datasets, Lens and monitor dataflows in Einstein Analytics.
* Acts as a resource for direction, training and guidance for less experienced staff.
* Created and developed Wave Apps, Datasets, Lenses and Dashboards in Einstein Analytics.
* Worked with Einstein Analytics BI Tool of Salesforce to visualize the business flow through Datasets, lens and Dashboards.
* Monitors project schedules and costs.
* Developed Custom business logic using Apex Classes, Triggers, Components, Visualforce pages and Controller Classes for various functional needs.
* Management of the end-to-end process and team.
* Developed SFDC Customized Reports, Dashboards and Processes to continuously monitor data quality and integrity.
* Deployed reusable apps with the help of all the five components of Salesforce lightning components.
* Evaluated technical decisions and deliverables for compliance and quality analysis.
* Created applications and integrated customized solutions to support business needs.
* Created a scheduled review system in Salesforce which assisted representatives in a compliance required process by coordinating their subsequent reviews.
* Involved in CPQ to manage configuration, pricing, quoting, discounts, incentives, & proposals by using Apptus.
* Maintained CPQ (Configure Price Quote) steel brick tool updated with latest functionality by Installing Apttus CPQ releases.
* Discussed with clients the impediments their current Salesforce environment would cause and provided improvements that would increase productivity and efficiency
* Creation of custom Visual Force pages, apex triggers and apex classes, REST API Web services.
* Worked with MVC Model View Controller design pattern and implemented in salesforce customizations using sObjects, Apex controller classes and Visualforce pages.
* Experience integrating Salesforce application with Informatica using Informatica cloud
* Integrated Salesforce with legacy system called WMS (.net based application).
* Salesforce Lightning component development on community portal. I had developed custom Lightning components for accurate and type safe data entry fields for marketing promotions setup.
* Used jQuery and CSS and custom javascript for detailed data entry screens. Developed mobile lightning components as per specifications from designer for listing orders for a vendor, editing order details and confirming order.

**Salesforce Developer** **January 2017 - April 2019**

**Nike, Beaverton OR**

Responsibilities:

* Assisted client in Migrating from SAP to Salesforce.
* Design develop the various Salesforce Portal UIs for the customer portal.
* Convert portal to use Salesforce's Force.com Apex /Visual Force portal custom pages, custom objects/fields, controllers, sites, triggers.
* Configure the Sandbox for multi-developer environments, create/manage users, sites, portal configurations.
* Chatter integration, integration design interfaces for user registration, reports, sales and marketing departments and payment systems with Authorize.NET.
* Integrate with the In-Store POS system for each Goodwill Denver area store using IBM Cast Iron Cloud and SFDC to SFDC integration using Cast Iron.
* Created modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features.
* Design and develop Salesforce Application around the Model-View-Controller architecture.
* Clean data with pre-implementation & within Salesforce with preventative measures to assist clients with data quality moving forward with Salesforce.
* Implemented Service Cloud including: Service Console, Customer Portal & Communities, Case Feed, Knowledge Base & Entitlements.
* Salesforce Lightning component development on community portal.
* Provided development, implementation, and updating focusing on Sales cloud and Service cloud.
* Performed in depth analysis of the integration of Salesforce with SQL, explained how salesforce has been integrated with SQL server and from which sources data was coming in salesforce in the absence of any documentation.
* Worked on various Salesforce.com standard objects like Case Management, Accounts, Contacts, Content, Reports and Workspaces.
* Specialized in designing custom objects, custom fields, role based page layouts, custom Tabs, custom reports, report folders, report extractions to various formats, design of Visualforce Pages, Snapshots, Dashboards, and various other components as per the client and application requirements.
* Executed org customization for standard and custom objects via workflows, formulas, custom fields, page layouts, and record types.
* Design Develop the workflows, UIs flow, Lead, Web-to-Lead forms, Apex Pages/Controllers.
* Collaborated with the business users to understand the Re-org process and identified its impact on Einstein analytics dashboards.
* Developed enterprise Einstein analytics framework to test the wave analytics dashboards.
* Worked on Salesforce Lightning (Lightning Design Systems, App Design and Lightning Components).
* Worked on designing and developing Lightning Community Builder and developed Lightning Components.
* Assisting in migrating existing functionalities from Salesforce classic interface to lightning interface.
* Learning and understanding of new releases of salesforce Einstein Analytics concepts and implementing it in the Analytic Studio.
* Integrated with external system using Web Services Callouts for cleansing the Address and save the data in the pages of Salesforce.com.
* Integrated the SOAP and REST based Web Services for extracting the data from external systems to display in the pages of Salesforce.com.
* Experience as an administrator of both the Sales Cloud and the Service Cloud to implement and deliver.
* Design the UI/UX modules with HTML5/css3 and web services in Apex/Visual force, with jQuery Mobile, JSON, Ajax. Web charts, web dashboards.
* Design and develop the Custom objects models and SOQL and SOSL queries within Governor limits.
* Design Salesforce reports from default custom objects and custom fields.
* App Exchange apps setup, install like quote Quickly, Docusign.

**Salesforce Architect** **November 2013 – December 2016**

**Bank of America, Charlotte NC**

Responsibilities

* Doing the Data Migration from Zendesk, Recurly, existing Web Portal Icepack, SharePoint to Salesforce.
* Develop the functionality for Ticket Creation and Ticket Disposition.
* Involved in testing the application in the UAT and maintaining the quality of the code. Doing Integration and System testing.
* Working on a data migration plan and QA production deployment plan. Rollover plan for systems like Zendesk so that we know how to move agents from Zendesk to SFDC based on the peak and non-peak contact hours.
* Giving training to Live Agents and Salesforce users on report generation, subscription and account management for adopting the new application
* Providing the production support the deployed application.
* Ensuring that the team is delivering consistently and following the coding standards.
* Prioritizing the features and assigning it to the team members and for self as well.
* Coordinating with the integration team and the offshore team.
* Ensuring that the team follows the process and best practices to deliver the software.
* Design the objects for holding the metadata information of the SF package and legacy ERP.
* Design the process to setup the information, send it to the Integration Manager tool.
* Design the process of sending and receiving to and from any data changes in the objects of the custom app and Integration Manager tool using REST APIs and in JSON format.
* Develop the POC for synching Student data between the two systems using REST API.
* Developed various apex classes, controller classes and apex triggers for various functional needs of the application.
* Created and consumed RESTful services.
* Used hierarchical custom settings to disable and enable the triggers.
* Created profiles, roles and implement object level, field level and record level security.
* Develop testing programs that address areas such as database impacts, software scenarios, regression testing, negative testing, error or bug retests, or usability .
* Worked on test classes to in order to maintain 90% Confidential deployment.
* Developed custom Apex classes for Visual force page custom controllers using Force.com IDE
* Created custom reports and enhanced salesforce.com environment as per user needs using Apex and Visual force pages.
* Developed Custom Objects, Custom Reports and configured the Analytic Snapshots to display sales performance and lead generation statistics.
* Interacted with the Salesforce.com premium tech support team on need basis.
* Implemented security and sharing rules Confidential object, field, and record level for different users Confidential different levels of the organization also created various profiles and configured the permissions based on the organizational hierarchy .
* Used SOQL & SOSL with consideration to Governor Limits for data manipulation needs of the application using platform database Objects.

**Salesforce Developer February 2011 – November 2013**

**Cigna, Bloomfield CT**

Responsibilities:

* Configured/customized the Salesforce application as per the client’s requirement.
* Customized the objects like Account, Contact, Lead, Opportunity and Campaign.
* Provided development, implementation, and updating focusing on Sales cloud and Service cloud.
* Performed the detailed analysis of functional and technical requirements; designed and deployed the custom objects; identified the lookup and master-detail relationships; and created the junction objects.
* Implemented security and sharing rules Confidential object, field, and record level for different users Confidential different levels of organization. Also created various profiles and configured the permissions based on the organizational hierarchy.
* Created new custom objects, assigned fields, designed page layouts, custom tabs, components, custom reports.
* Implemented pick lists, dependent pick lists, validation and formula fields to the custom objects.
* Implemented the validation rules on the objects and tabs, Page layouts, Custom tabs, and Components to suit to the needs of the application.
* Implemented the workflows and approvals for various functional requirements.
* Implemented the searching and tagging functionality; developed various custom reports and dashboards for data analysis.
* Deputized in absence of manager and undertook a range of administrative duties.
* Organized and scheduled the meetings to know the requirements and to explain the application usage.
* Developed various Custom Objects, Tabs, Components and VisualForce Pages and Controllers.
* Administered, configured, maintained Salesforce.com application user profiles, roles, assigned Permissions, generated security tokens, validation Rule, upgrade installation.
* Used SOQL & SOSL with consideration to Governor Limits for data manipulation needs of the application.
* Created and used Email templates in HTML and Visualforce.
* Created workflow rules and defined related tasks, email alerts, and field updates.
* Used field level security along with page layouts to manage access to certain fields
* Used Data Loader to Insert, Update and Delete bulk records in salesforce.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Implemented pick lists, dependent pick lists, lookups, master detail relationships, validation and formula fields to the custom objects.
* Wrote SOQL and SOSL statements within custom controllers, extensions and triggers.

**Salesforce Business Analyst April 2009 – January 2011**

**Abbott Laboratories, Chicago IL**

Responsibilities:

* Administrated and monitored the company's salesforce CRM application. Created the workflows for automated lead routing, lead escalation and email alert
* Created Profiles, Roles based on Organization role hierarchy and implemented Record-Level and Field-Level security and configured their sharing settings.
* Involved in gathering customer requirements from business user teams spread over the Sales, Marketing and Customer service.
* Involved in creating gap analysis document, clearly identifying the data, business process and work flows of the organization.
* Developed field & page layout customization for the standard objects like Account, contact, Leads .
* Maintained and gave permissions to communication templates based on Profiles.
* Involved in Accounts Merging, maintaining Public Groups .
* Created Reports and Dashboards as per the customer requirements.
* Worked on Record Types, Validation Rules, Triggers and Page Layouts .
* Worked with senior team members to analyze of each product and its competitor, to integrate new product, and optimize existing products.
* Imported accounts and contacts data through Import Wizard .
* Build the organization's role hierarchy by adding the Roles as per the organization structure and created custom profiles to satisfy the organization's hierarchy.
* Created Workflow Rules, Page Layouts, Approval Process, Tasks, Email Alerts, Field Updates and Outbound Messages to manage the Workflow & Approvals.

• Created new custom objects, assigned fields, custom tabs, components, custom reports .

• Created custom Reports based on business need and associated them to Dashboard.

**Education Details**

* **Bachelor’s Degree March 2007 – March 2019**

Don Bosco College, Kathmandu NPL

* **Master’s Degree June 2002 – June 2005**

Everest University, Orlando FL